

The Truth About Florida

The Bunnell Home Builder

Edited by S. HOWARD

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No. 9

If You Own Land You're a Part Owner of the World

The cartoon bearing this title appeared some time ago in the Chicago Daily Tribune, and is here reproduced by courtesy of the artist, Mr. John T. McCutcheon.

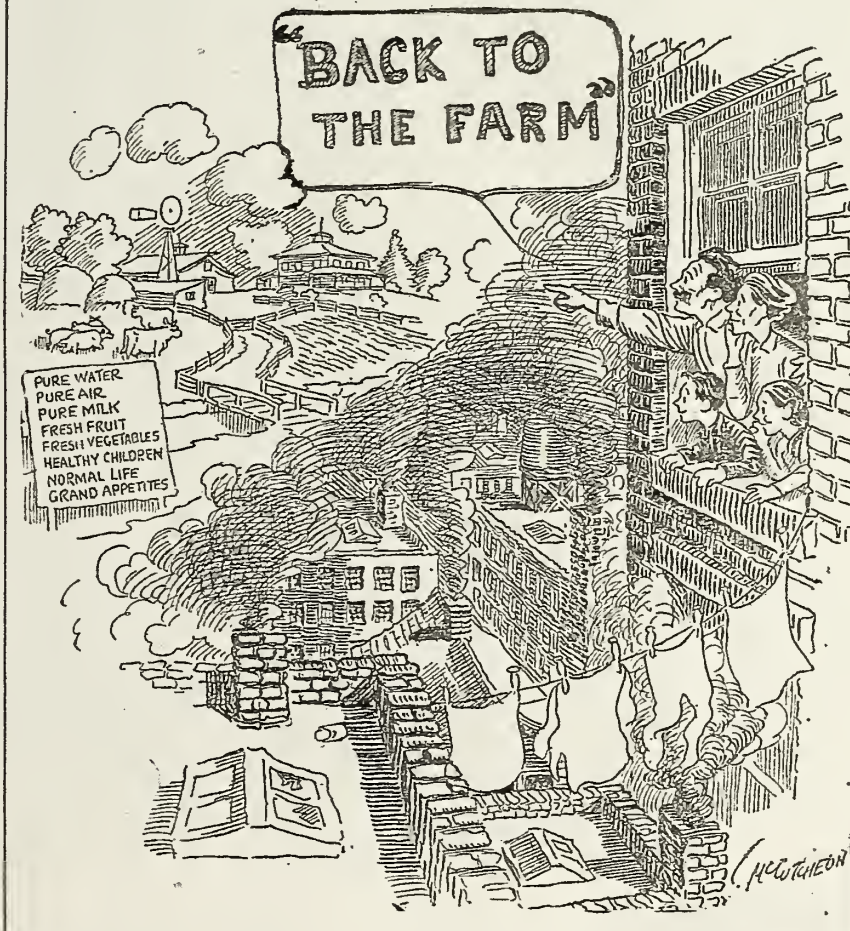
It is a remarkable little picture, and you should study it well. It is like a song without words. You can grasp its meaning without any comments.

Have you ever given this a thought, that "if you own land you *are* a part owner of the world?" Think about it, and if you already own a piece of land, be thankful for it; if you do not, make up your mind to have it at once—no matter what may be the personal sacrifice now.

What a world of pathos and tragedy there is in this picture, and still there is HOPE. These poor people can look away from the city, beyond the smoke and grime, to the country, where each one may have pure air, water and milk, fresh fruit and vegetables,

IF YOU OWN LAND, YOU'RE A PART OWNER OF THE WORLD.

(Copyright, 1912: By John T. McCutcheon.)



and where men, women and children have a chance to enjoy good health, and where they may lead normal, happy lives.

"Back to the farm" is an expression that will echo in the hearts of men and women so long as conditions in the cities are as they are. Thousands of men and women are living in crowded tenements and eking out an existence, who can see nothing ahead of them year after year but the same grind and heartache.

The solution of this great problem is "Back to the Farm" and the sooner they learn this the happier they will be.

It is a wonderful thing to be able to portray such eagerness and longing with a few strokes of the pen, such as McCutcheon has depicted in the faces of this father, mother and children.

It is a picture to set you thinking, and if you already have solved this problem for yourself; hand this magazine on to some one else who has yet to learn that "If You Own Land, You're a Part Owner of the World."



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Florida in Summer



Always in preparing an article for the Home Builder I endeavor to select a subject that will be beneficial to those who contemplate making their home in our colony, or in Florida sooner or later; and, indeed, I believe this should be the purpose of every article

written for our little magazine. And here I wish to say that if any of our readers would like me to write on any special topic, let me know what it is, or write the editor of the Home Builder and suggest the subject you would like to have discussed through the pages of this magazine.

In the Chicago and Bunnell offices letters from land owners are received daily containing a great many questions. Some of these men and women have never been to Florida, and it often keeps me on the jump to answer every question. At different seasons of the years certain questions predominate, but the one which is agitating the minds of our northern land owners just now is about the weather. We are being asked:

WHAT ABOUT YOUR SUMMERS?

HOW HOT IS IT IN FLORIDA?

For instance, I received a letter this morning from one of our buyers which read in part as follows: "I certainly wish I could be in Florida for a week or so to really see how hot it is. Today it is so blamed hot here it is enough to roast a man. Right now it is 98 in the shade, and if it is any hotter than that in the Bunnell-Dupont Colony I should like to know it."

This and scores of similar inquiries have led me to believe that it would be a saving of time, to ourselves and to our buyers, if I should tell you in this issue the real facts concerning the summers in Florida, as I personally experienced them. Al-

though living in Chicago at the present time I feel that I can speak with authority on this subject, since I made my home in Florida for two years, and in fact the first time I took my family to the state it was in the month of August.

I want you to believe that I am always glad to answer your questions personally. For I consider this an important part of my duties, but as this article will likely be read by the majority of our buyers throughout the United States and Canada, I trust it may be the means of removing the erroneous impression that seems to prevail in the minds of so many (and I do not know why) that Florida is impossible as a place of residence during the summer months, and that all sorts of dangers lurk there.

Should I attempt to discuss Florida's magnificent winter climate with the people of the north and northwest, I believe there would be but little chance for argument. I am quite certain that no one would be foolish enough to contradict my statement when I say that for eight or nine months of the year Florida is the most ideal state, as regards climate, that can be found anywhere. It is unnecessary to take space to prove this assertion, for I believe it is an established fact that Florida's winter climate cannot be surpassed anywhere.

To confirm this statement one has but to note the vast tide of immigration to Florida each winter. People of wealth from every state, and from abroad, come to spend their winters in Florida, for the favored ones of earth flit from place to place seeking the best, and their return to this balmy state each winter proves the attractiveness of Florida's winter climate.

The mammoth hotels scattered over the state are filled to overflowing during these months, and nowhere can you find more magnificent hotels than in Florida, especially along the east coast. The largest family hotel in the world is located south of our Bunnell-Dupont Colony, and a number of modern hotels are located at our county seat, St. Augustine, some of them having cost a half million dollars and more. St. Augustine, I am told, can accommodate about six thousand tourists. I had occasion to spend a night in St. Augustine some time ago, and found considerable difficulty in securing a room for the night; in fact, I was not able to secure one until I had

gone to two or three different hotels.

Many of these winter hotels charge fabulous prices, that are beyond the reach of the man of ordinary means, but even these exorbitant rates do not keep the hotels from doing a thriving business, and many of them are filled to overflowing during the entire tourist season.

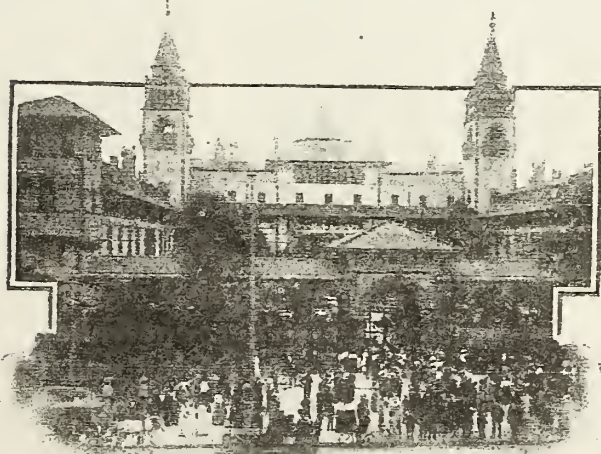
All of these facts, in my opinion, prove that Florida has an ideal winter climate, but I wonder if my next statement will be accepted as readily when I say that Florida also has an ideal summer climate. Nevertheless, this statement is true. It is a fact that it is hot in Florida in summer, but there must be hot weather at some season of the year in every state where land is worth anything. It takes heat to grow crops, and a country would be a failure without the warm growing months, but bear this in mind—it is not any warmer in Florida in summer than in our northern states, and cooler than it is in some of them.

If you doubt this statement, write to your nearest Government Weather Bureau and enclose a stamped envelope. Ask Uncle Sam for some old weather reports; also, if you wish to do so, write to the Weather Bureau at Jacksonville or St. Augustine, Fla. But for your convenience I will give you below a table showing the average temperature, based on a ten-year average, from the United States Weather Bureau statistics at St. Augustine, about 30 miles north of our colony; and at Ormond, about 25 miles to the south of us. Study these figures carefully and they will give you a comprehensive idea of what to expect in temperature in the Bunnell-Dupont Colony.

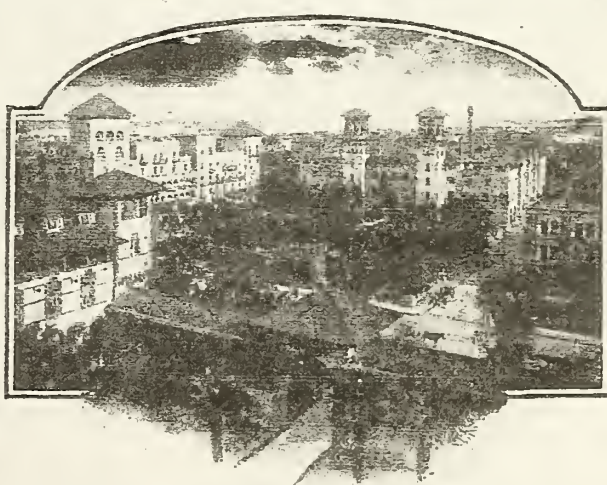
St. Augustine Ormond
Degrees Degrees

January	56	58
February	61	58
March	62	64
April	68	69
May	73	77
June	78	70
July	80	80
August	80	80
September	77	79
October	65	72
November	63	64
December	58	57

Average annual temperature 68 69



Hotels
Ponce de Leon
and
Alcazar
at
St. Augustine,
Florida



"Florida comes as near being a Paradise for mankind as can be found in America."

By Thomas A. Verdenius

Look at your daily paper and note the weather reports for Chicago, New York, St. Paul, etc., and compare these with the figures I have given you above. Go practically as far north as you like, you will find people who are overcome with heat, and you can read in the daily papers of many strokes. I think I have received more inquiries from Canada about our summer weather than from any other part of the country.

I recall the summer of 1911 which I spent in Florida. During that time I was constantly receiving letters of inquiry about the climate, for if you remember, the summer of 1911 was, as northern visitors to Florida told me, almost unbearable. But those who came to Florida stated they found more comfort and could sleep better there than in the north.

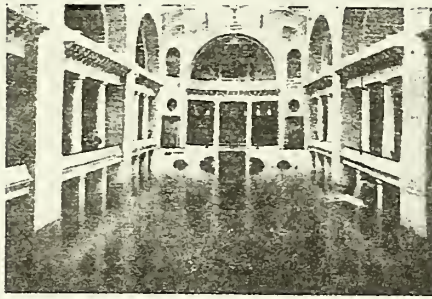
A few weeks ago we here in Chicago suffered intensely during a hot spell that lasted for several days. The papers contained many accounts of prostrations from the heat, and also a number of deaths resulted from same. A few days later I met a friend who had just arrived in Chicago from Florida, and he stated that at that time the weather was not at all uncomfortable in Florida.

I have experienced some hot days in Florida, but never did I see it warmer than 98 in the shade, and this for only a few hours. The heat is entirely different from what we have in the north. One can work in the sun all day and not be overcome by the heat, and if you seek the shade you will always find a cool breeze there; while at night one can sleep in comfort—which is indeed impossible in the north in hot weather. These heaven-sent breezes are wafted to the inhabitants of Florida from the east and from the west—from the broad Atlantic and the Gulf of Mexico. No lying out on sidewalks at Bunnell to obtain a breath of fresh air, as many must do in cities like Chicago.

Such long, hot days we have here in Chicago, when people are fairly gasping for breath, and when there is no relief from the excessive heat day or night. We watch the weather reports and long for a respite, and when it does come it is so sudden we are not prepared for it. A cold wind comes from the lake and a chilly rain follows, and much sickness often results therefrom.

Florida's climate is often compared with that of California, but I have found it to be vastly different. I have been in both states in summer and in winter, but the climate of Florida surpassed by far the climate of California, just as Florida surpasses California in many other ways—with the exception, that California is more developed; but this I say, if half the money was spent in Florida that has been spent on California, she would be far ahead of the "golden state."

California, as you know, has a number of valleys that are very delightful at some seasons of the year, but in the summer time the heat in these valleys is intense. The people are practically in a basin and the sun's rays fall upon them all day long without mercy. I have seen the thermometer register 110 degrees in the shade in the Sacramento Valley, in the northern part of the state. It seemed there was not a



Swimming Pool, Hotel Alcazar

breath of air, not a leaf stirred, and no cooling breezes could reach this valley such as fan our cheeks in Florida in the summer time.

The hot part of the day in Florida is from 11 a. m. until 3 p. m. From that hour it gradually cools off, until at 5 or 6 o'clock the weather is perfect, and one almost regrets the hours he must spend in sleep, it is so pleasant to sit out of doors. I used to sit on my porch night after night when the day's work was over. The air was cool and invigorating, and one could give himself up to the beauty of the summer night. I could hear the night birds calling to each other from the trees nearby, and the tinkling of the cow bells in the distance gave a pleasant accompaniment to one's quiet musings. The moonlight nights are incomparable in Florida, and how can one fail to feel like working and doing his best all day long, even in summer, when he obtains such rest of body and mind during the night?

Let us consider what the summer means to the Florida farmer. We will say, for the sake of argument, that the summers are no better there than in the north, then we will see what advantages the Florida farmers have over those in the northern states. In the north the farmer must grow his crops during three or four months. The extremely short growing season keeps him on the go from early morning until late at night, and he must do most of the hard work on the farm while the weather is hot.

It is true that in Florida we raise some crops all the year around; when one crop is gone another is planted, but after all during the summer months work slackens up a bit. During these months the northern farmers supply the home markets, and there is no need to import produce from the south. At this time the south raises crops for home consumption, such as corn, cow peas, velvet beans, peanuts, sweet potatoes, etc., and they have all kinds of good things to eat, and for the market—watermelons, cantaloupes, plums, peaches, pears, etc.

So you see the Florida farmer can take life a little easy during these three or four months, for pretty soon the rainy season will be over, and by that time the north is beginning to feel the autumn frosts, and soon the cold of winter, and then the southern farmers will get into harness, plant their fall crop and have it ready for market by the latter part of December.

To the city person of the north a summer in Florida will be a most happy surprise, for in my mind there is nothing quite

so bad as a summer shut up in the confines of a large city, and especially how the children are to be pitied in such surroundings.

I have been reading in the papers of the crusade that is to be waged in Chicago again this summer for the children. The mortality is fearful indeed among the little folks each summer in the tenement sections of our large cities, and it is a great work of humanity, that of relieving these little ones. What a difference between these unfortunate children and those who live in Florida in the country. There they play out of doors all day long, or lie in hammocks in the shade, and they are rosy, tanned and happy—and all this in a semi-tropical clime, that appears to be such a bugbear to many folks.

Do not be prejudiced about something you are not familiar with. Of course, I say the summer months are less pleasant than those of the spring, fall and winter, but I repeat again that one can live in Florida comfortably the year around.

It is strange that men will content themselves with such rudimentary reasoning as to matters of climate. They know that the polar regions are the coldest, and the equatorial regions the hottest, and they jump at the conclusion that the nearer the pole one gets the colder he finds the country, and the nearer he approaches the equator the hotter it gets. This idea is much nearer correct in winter than in summer.

Of course the sun's rays shine more directly on Florida than on Kansas, but in mid-summer they shine about an hour and a half less per day in Florida. On June 21st the sun rises in Kansas at 4:30 and sets at 7:30. This makes a day of fifteen hours and a night of only nine. In Florida the sun rises on that day at 5:15 and sets at 6:45. This makes a day of only thirteen hours and a half and a night of ten and one-half. So while in Kansas the earth in the middle of summer is heating six hours longer than it is cooling; in Florida it is heating only three hours longer than it is cooling and this in part accounts for the fact that while the summers are longer in Florida than in Kansas, they are not as hot. The sea breeze that sweeps over Florida accounts for the balance of it.

Go to Bunnell this summer if you can, and stay a week or ten days, and if you do I believe you will agree with me that the summers in Florida are all right.



Sea bathing, a perpetual delight in Florida

A hot day in Florida is—just hot; but a hot day in the north is almost unbearable

Every Day Happenings In and Around Bunnell and Dupont

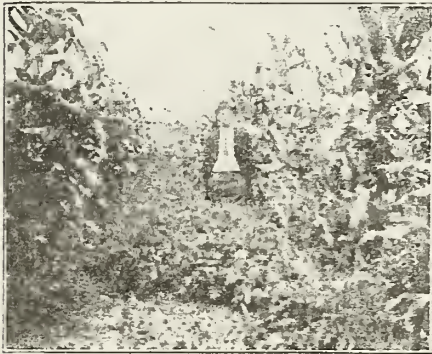
Mr. J. Jeppson is bringing in some extra fine tomatoes, for which he is receiving 20 cents a dozen, which equals \$3.60 per crate.

Dr. M. S. Peter is having his farm just south of Bunnell on the Moody road put in first-class condition for the fall crops. He is doing some extensive clearing. We look for the doctor to be one of the main potato growers of this section next season.

Mr. O. C. Mosby of Black Point continues buying milch cows preparatory to entering the dairy business. The people of Bunnell are anxiously awaiting the day when he will furnish them with fresh milk and butter. Mayor Heath says if Mosby will furnish him all the buttermilk he can drink he will be satisfied for life.

Mr. H. B. Koeh of the Black Point section is having work done on two acres of his land, preparatory to setting it to peppers. Mr. Koeh is on to his job when it comes to farming. He has only been here about six months and has already got his ten-acre tract in fine shape for growing truck. He informs us that he has bought his last bale of hay, as he has plenty of hay harvested from his place to last him, besides he has a fine patch of cowpeas coming.

Mr. D. M. Dowdy is finding ready sale for his table corn at 15 cents a dozen.



Field of tomatoes and corn grown in the colony

F. R. Allen, better known as "Whispering" Allen, who is considered by the New York potato buyers, the best grower and packer of Florida potatoes, has just finished shipping his crop of tomatoes from his Almero farm, just east of Bunnell.

Mr. Allen, as an all-round successful farmer, has grown successfully on his farm several fine crops of alfalfa, watermelons, potatoes and cabbage, and now he has added tomatoes to his successful crops.

The corn and hay merchants who have been depending on St. Johns County to buy their feed stuff had better make other arrangements as the county has one of the best crops of corn and hay to be seen in any part of the United States, and to think this is their second crop this season on the same ground. Can you beat it?

BUNNELL ROADS TO BE HARD SURFACED.

One Hundred and Fifty Carloads of Shell to Be Used.

At a meeting of the county commissioners held in St. Augustine the expenditure of the \$70,000 for road improvement recently authorized by the legislature was taken up. Eighteen thousand dollars of it was appropriated for bridge work, and the balance, fifty-two thousand dollars, is to be expended on road improvement.

The commissioners decided to begin laying the shell on the main roads at once. Advertisements for bids on six hundred cars of shell were ordered. Bids for hauling and distributing the shell were ordered advertised.

The appropriation for shell in and around Bunnell includes one hundred and fifty cars to be distributed as follows: Fifty cars on road from Bunnell to Ocean City, fifty cars on the road from Bunnell to Espanola and fifty cars on the road from Bunnell to St. Johns Park. Espanola is to receive fifty cars to be distributed between Espanola and Bunnell.

A good many tomatoes are being shipped from the Bunnell colony now. Silcox Bros. made a shipment of two hundred crates from Ocean City Monday. These tomatoes were grown just north of Ocean City and were sent to market over the canal boat line. Latest returns from tomato shipments netted the growers \$1.60 per crate.

At the examination held in Bunnell Saturday for the purpose of qualifying applicants for the postmastership at Espanola, Mrs. Burnsted was the only applicant.

Mr. Tom Byrd of Hastings was in Bunnell Saturday. Mr. Byrd is manager of the Hastings baseball team and was here to arrange a game between these two points.

✓ The Bunnell Development Company has let the contract for the building of a concrete vault in their office building for the use of the company.

The bill authorizing the commissioners of St. Johns County to issue \$70,000 in warrants to secure funds for improving the roads has been signed by Governor Trammell and is now a law.

Eggs went to thirty-five cents a dozen Monday. Mr. Farmer did you realize that thirty-six hens would bring you in \$1.05 each day now. If you haven't any hens get busy and get you some. You would be surprised at the revenue you will realize from the coming winter.

George Durrence continues to rake in the cash with his weekly load of watermelons.

Mr. G. E. Hanser of Coolmont, Ind., was in Bunnell last Thursday.

Mr. Elam Charles of Hohenwald, Tenn., arrived Sunday to accept a position with Mr. Ed. Johnson.

WORK ON DRAINAGE CANALS CONTINUING

The Bunnell Development Company has cut over three miles of main canals and ditches within the past six weeks and the good work continues. The main canal on the east side of Bunnell, which is being cut seven feet wide and six feet deep, is already one-half mile in length and when completed it will be over a mile long. It will be cut the entire distance through Sections 6 and 7 and will empty into Gore Lake. When this canal has been completed the farmers in that section can drain their lands perfectly by cutting lateral ditches to this canal.

Besides this canal, several others are being cut on all sides. Let the good work go on.

ROAD IMPROVEMENT.

At a meeting of the county commissioners held in St. Augustine Tuesday the highway from the Duval County line to Byrds, just south of Hastings, and from one mile north of Espanola through Bunnell to the Volusia County line was ordered staked out and put in shape for the shell. The Deen road, which connects Bunnell and St. Johns Park will be shelled from the Park coming this way for three miles, also from Bunnell towards the Park the road will receive a coat of shells for three miles.

FARMERS PICNIC AT GORE LAKE.

The picnic given by the Bunnell Farmers' Society of Equity at Gore Lake, Friday, July 4, was well attended. Some speakers that had been expected failed to arrive. Mr. W. L. Bartlett made a talk, and Rev. L. D. Haynes led in prayer at the dinner.

Besides the excellent dinner, with ample quantity of barbecued meats, fifteen gallons of ice cream and plenty of lemonade was served free to the crowd. There was enough for all to eat and some to spare.

If you visit Bunnell in the near future, be sure and visit Mr. Dowdy's cornfield. The corn was planted April 10, and the stalks are from eleven to twelve feet high and each stalk has from two to three ears of good corn.

WHAT MR. BURBANK SAID ABOUT ST. JOHNS COUNTY.

"The best naval orange I have ever eaten in flavor, I picked this afternoon from the orchard of Mr. F. A. Bettes, not four miles from your city. It resembled our Thompson navel rather than the Washington.

"Gentlemen, I tell you this in strict confidence. I buy my grapefruit through the winter from Deal, the leading grower in Santa Barbara, Cal. They cost me thirty cents apiece and come from Florida. The conditions are ideal for producing grapefruit in your State."

Rev. Richardson preached at the Gilbert School House Sunday morning.

The heavy rains Saturday did a great deal of good to the crops around Bunnell.

Mr. R. Brown of Palatka will open up a shoe repair shop here.

"Delightful summers, and winters so mild that the wintertime is the best growing season, make Florida a real Paradise for the farmer or trucker."

As Contributed by the Bunnell Correspondent During the Month

The Knights of Pythias had a big time. The St. Johns Lodge, No. 8, of Palatka, were at Bunnell to install Mohawk Lodge, No. 128.

In the St. Johns Tribune of last week the editor, Mr. Boaz, writes as follows:

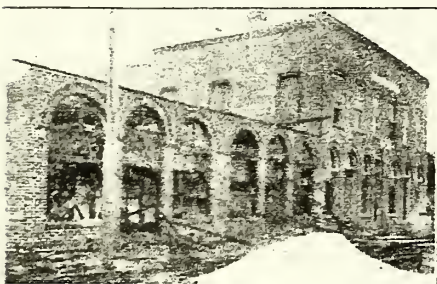
"Don't think for a minute that the cost of living comes high in Bunnell. The editor paid for his dinner Monday the following: Fried chicken, sliced tomatoes, corn on the cob, Irish potatoes, cooked tomatoes and stuffed eggs, which were all grown at his home by the madam."

We now understand why the editor is such a hustler and that the Tribune, only twenty-three weeks old, has over one thousand subscribers. Who should have the credit? The editor or his wife?

Agent Bell of the Florida East Coast Railway reports three solid cars of merchandise in one day last week for Bunnell merchants, and still people (who don't know) say that business is dull in Florida during the summer.

Mr. Corbitt Sullivan arrived Sunday afternoon and has taken a position with Carriers' Drug Store.

Mr. F. S. Crowson of Crowson's Corner was in the city Saturday. He reports crops looking fine at his home.



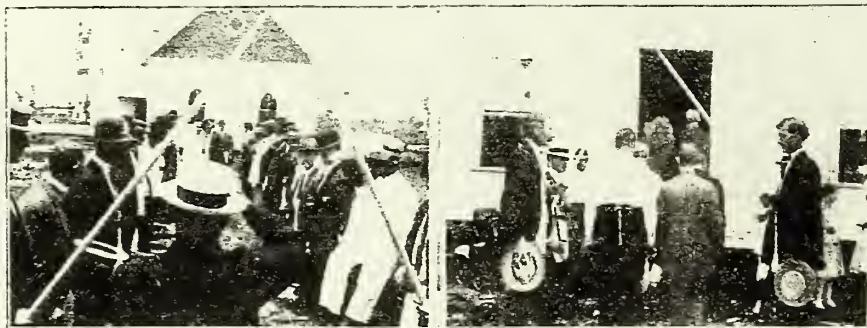
New store adjoining Tribune Building in Bunnell

Under the efficient management of Mr. Fred Kaiser, the Bunnell Meat and Ice Company opened their doors for business Monday morning in the Willingham market on Moody Boulevard. They will remain in this building for the next two weeks when they will move into their commodious quarters in the new Tribune Building.

It is the intention of this company to immediately put on a regular meat and ice wagon and deliver meats and ice to Dupont, Bulow, St. Joseph, Sapplings and other nearby points, making regular trips. Those desiring meats or ice at these points can call them up and place their order and it will be delivered to them without any extra cost.

They will carry a full line of meats consisting of all kinds of steaks, roasts, chops, sausage, cured meats and everything found in a first-class market.

The opening of this company here is another step forward for Bunnell, and the people of this section are to be congratulated on having a nice up-to-date market in their midst.



BIG MASONIC CELEBRATION.

The Hiram Boys of Bunnell Lodge, No. 200, F. & A. M., celebrated the anniversary of St. John the Baptist the 24th.

R. W. D. D. G. M. Silas B. Wright of DeLand, Fla., was the orator of the day, who is well informed in the mystic art, and gave the boys a very inspiring talk; in fact, all of us feel better by having heard him.

A barbecued dinner, consisting of mutton, pork, beef and venison, together with all the necessary viands and et ceteras to accompany the same, that go to make up a tempting menu to tickle the palate of epicures. The "usual" ball game was the feature of the afternoon—only they had three instead of one.

A well regulated dance was enjoyed in the evening in the large and spacious town hall over the Tribune Building, the music being furnished by the Atlantic Beach orchestra. Everybody was there and everybody enjoyed the occasion very much. A repetition is demanded.

The "four hundred set" of St. Augustine were present, motoring over after supper.

FLORIDA LOOMS UP STRONGLY AS SUMMER RESORT.

Article Entitled Florida's Summer Climate to Appear in Board of Trade Bulletin.

INTERESTING COMPARISONS.

July Temperature in Jacksonville Below That in Northern and Western Cities.

Florida looms up strongly as a summer resort according to statistics appearing in the leading article of the July number of the Board of Trade Bulletin which will come off the press before the end of this week.

The title of the article is "Florida's Summer Climate: a Misunderstood Quantity." It was prepared by Secretary H. H. Richardson, of the board of trade, from an extensive collection of official data obtained from the weather bureau. Four diagrams drive in the main points more directly than columns of space could.

The first diagram shows the maximum temperature for the first fifteen days of July in Boston, New York, Louisville, Pittsburg, St. Louis, Chicago, Kansas City and Jacksonville. Jacksonville had only one of the fifteen days when the temperature was 94—that was July 1. Boston, for instance, had only four of the fifteen days when it was below 94, and the chief range was around 100 and to as high as 104. The comparison with other cities shows proportionately in favor of Jacksonville as for the cooler of the cities named.

The second diagram shows that Jacksonville had only one day in the period of comparison when the thermometer went to 94. Boston, Louisville and St. Louis had nine days of the same period when it was

94 and more. Chicago and Kansas City had six, and New York and Pittsburg had five.

A third diagram illustrates on the face of drawings of thermometers the highest temperatures of various sections of the country as shown at the most central cities as follows: Northern section, Pittsburg, 100; western section, Kansas City, 104; central section, Louisville, 104; eastern section, Boston, 104; southern section, Jacksonville, 94.

A fourth diagram shows the average for the four seasons drawn from charts for thirty years back. This shows for Jacksonville the following average temperatures: January, February and March, 58.5; April, May and June, 74.5; July, August and September, 84.1; October, November and December, 62.8.

Copies of the bulletin will be widely circulated in places where the fine showing for Jacksonville as an all-the-year resort will be most effective. There are a number of other interesting articles and statistical compilations in the July number.—Times-Union, July, 1911.

For several months we have mailed you, either at the request of yourself or a friend, our literature, including the Bunnell Home Builder. We are always glad to send this magazine to anyone who is interested in Florida; but if for any reason you do not care to receive it any longer, we shall consider it a great favor if you will drop us a postal and we will take your name from our mailing list and not annoy you with our literature any longer. We believe it is not more than right that you should let us know, if you are not interested.

BUNNELL HOME BUILDER,
S. Howard, Editor.
Room 1103, 108 S. La Salle Street,
Chicago, Ill.

"The cities cry, 'Keep the boy on the farm,' and then advertise for him to quit."

A WORD WITH THE EDITOR

We are now in the midst of summer—the season of the year when it would seem that folks would be the least interested in Florida, but Bunnell-Dupont is certainly proving the exception to the rule, and men and women are buying land there, and are visiting the colony as they did in mid-winter. People are becoming educated in regard to Florida, and are learning that they can enjoy life in Florida in summer as well as in winter.

We wish to call your attention to the several articles appearing in this issue in reference to the Summer Climate of Florida. We believe that this is information you have been seeking, and you may rest assured that it is absolutely reliable.

The Editor has not received many letters lately from land owners and others who have visited the colony, and we wish to remind you that a letter from each of you would be very acceptable. We trust that if you have not already written a letter for the Home Builder that you will do this at once, so that your letter may appear in the September issue. "Variety is the spice of life"—so help us make the Home Builder bright and spicy by giving us your various ideas on Bunnell-Dupont and its possibilities.

THE SUMMER CLIMATE OF THE FLORIDA PENINSULA.

By T. Frederick Davis, in The Florida Review.

When the North shivers in the grasp of the blizzard and the ground there is covered with a mantle of snow, then the human tide turns toward the balmy atmosphere and the bright, blue skies of Florida. With the approach of spring-time, our friends from the North return to their homes, carrying with them associations and recollections that often find a place in print. Thus, year after year, books and magazine articles are written, in which the charms of our climate play an important role. So the fame of Florida's winter climate extends throughout the length and breadth of our great country; in song and story it has been given to all the world. But the impression prevailing among our friends of the North seems to be that our summers are composed of destructive thunder-storms and intolerable heat; because our winters are mild, they infer that the summers are insufferably hot.

The same causes that modify the winter cold contribute to tempering the heat of summer. Like the thumb of a giant hand, the Florida peninsula extends far into the sea, and from this fact results a climate that is almost oceanic in its equability. The vast water areas on each side ensure a free circulation of the air and a pleasant breeze across the State almost incessantly. The atmosphere does not stagnate here. Let us describe a characteristic midsummer day and night. The sun rises in a cloudless sky. As he mounts higher in the heavens, the temperature of the air likewise begins to rise. About 8 or 9 o'clock the sky becomes partly overcast with cumulus clouds, while the wind freshens a little. By noon

the temperature has climbed well into the 90's, but the sky is nearly overcast with clouds, which shield the ground from the direct rays of the sun. In the west the clouds begin to bank, and by early afternoon the first mutterings of thunder are heard. Gradually the sky grows dark as the storm approaches; then the squall comes on and the temperature falls 15 or 20 degrees in as many minutes. During the next few minutes the lightning flashes and the thunder rolls, while the rain falls in torrents; all the elements are in an uproar. In less than half an hour the storm passes on to the eastward; the sun peeps out from a clearing sky and maps its rainbow upon the back of the receding storm. The air has a peculiar freshness and exhilaration about it now, which all Nature seems to imbibe. The sun declines in a clear west, but the energy of the sunbeams is expended in the evaporation of the surface moisture, and not as sensible heat; therefore the temperature of the air continues relatively low. Night comes on. The stars shine from a cloudless sky, and a fresh breeze springs up to add further comfort to the glorious night. The clear sky permits an unhampered radiation of heat from the ground; so that, as the night advances, there comes a chill in the air that causes us to draw up the cover to keep us comfortably warm. Finally morning dawns, to begin the sequence of the preceding day.

When the press dispatches tell us that the North and West are suffering from the visitation of a summer hot wave and that the people there are panting for breath; when information comes to us that a population, unable to rest at night on account of heat, seeks the open parks in search of an absent breeze; when later we read the mortality list and learn of the deaths resulting from heat prostration; then we, in Florida, should recognize the benefits of the delightful breezes and offer thanks for the pleasant, restful nights, which characterize our summer season.

IMPORTANT

READ THIS

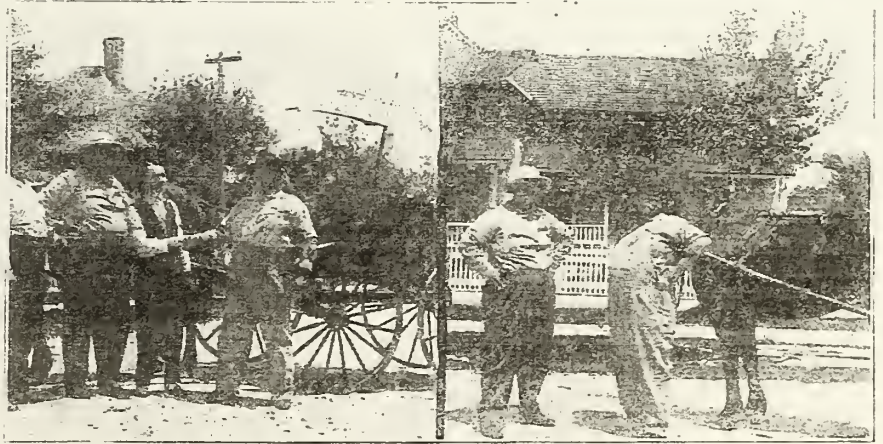
The Bunnell Development Company, at the present time, is spending thousands of dollars on improvements in the colony, such as the building of new roads, improving old ones, building bridges, etc. It is therefore very essential that every buyer should do his or her part in the development of the colony, by keeping up the monthly payments as promptly as possible. Most of our buyers are now doing this. To the few who are not we trust this reminder will be sufficient. If you do not make your payments promptly, you are standing in the way of progress in the colony.

BUNNELL DEVELOPMENT COMPANY

FLORIDA'S SUMMERS ARE GOOD ENOUGH FOR MR. BROWN.

Well, Mr. Verdenius, I see in my paper where the heat up North is fierce. Up at Hamilton, Ohio, it went up to 117 and bursted the thermometer. Here we have a cool breeze all the time. One day it was up to 91 with a cool breeze, while the same day at my old Indiana home it was 104 and a hot steam and no breeze. I have not missed a day's work since I came to Florida. I am fifty-five years old and feel like I was only sweet sixteen. When I left the cold North, December 3, I felt as if I was one hundred years old. No more North for me. I expect to spend my last days in Florida—the finest climate in the world. It beats California. California people are coming to Florida by the hundreds of families, and land is going higher and higher. No one can make a mistake by buying land in Bunnell. Only a few more years and all of Florida's land will be sold and people will have to pay from \$200 up to \$1,000 per acre. I am here and know whereof I speak.

H. E. BROWN.



BUNNELL-DUPONT COLONY PRODUCES SOME FAT MEN.

A few days ago a gentleman who had just returned from Bunnell was in the Chicago office. He was highly pleased with the colony and its possibilities, but laughingly said that he found the colony lacking in just one thing—some fat men, and he did not know whether Florida could produce big men like himself, he weighing about 200 pounds.

I told my friend that he was wrong there, but he replied that I would have to show him—hence the pictures of the fat men appearing on this page. These pictures were taken on the streets of Bunnell, and should be proof sufficient for all doubters of the fact that Florida does produce large men.

These gentlemen are native Floridians. I have met them a number of times at Bunnell, and this little article is simply to prove that not only do we raise big potatoes, mammoth watermelons and splendid corn in Bunnell-Dupont, but also good sized men.

"A man isn't necessarily worthless because his neighbor is worth more."

MR. HOUSE OF NEW MEXICO TELLS OF HIS FLORIDA TRIP



Mr. C. C. House

July 5, 1913.

I purchased a twenty-acre tract in the Bunnell-Dupont colony at Bunnell, Florida, without seeing same. I made an inspection of my land on the 9th of June and I was more than pleased with my allotment and the future prospects of the colony. I found a fine set of men, ready to do anything in their power for me.

Bunnell is a modern little town with cement walks, and the town is still growing. Any one would do well to purchase a tract in the Bunnell-Dupont colony. I found a splendid black sandy loam soil.

While there I visited the noted Hastings potato district, twelve miles north, and found improved land selling very high. On the same ground where potatoes had been harvested in early spring, corn stood shoulder high.

I am pleased to speak a word for the colony and expect to move there as soon as possible. CHAS. C. HOUSE.

(New Mexico.)

MR. READING FINDS IT EASY TO SAVE WHEN HE HAS AN INCENTIVE

Bunnell and I.

Although being a man of good health I was never able to put away a dollar. I had always desired to own a piece of land somewhere, as an insurance for old age, and one day, much to the credit of those who gave me the opportunity, I read about the easy payment plan to buy a home in Florida. The statements in the literature sent me were so straightforward and sane, and contracts so simple, that I soon realized the honesty and aim of the men back of the deal, so I bought ten acres.

AND THIS IS THE RESULT.

Today I have a ten-acre tract all paid for, which is already worth twice as much as I paid for it. I am laying aside every dollar I can, so when the time comes I can say good-bye to wage slavery, good-bye to dull times and panics, good-bye to high rents and high cost of living, and probably by that time Bunnell will be a prosperous city, and my land worth a real fortune to me; otherwise, if I had not been wise enough to grasp the great opportunity offered me by the company, I would still be with the majority of wage earners, with nothing but a week's wages coming. I have not deprived my family of anything in order to keep up my payments. I have simply been taught how to save a few dollars with a great advantage, and to provide for myself and family a better future.

GEO. READING, JR.
(Connecticut.)

No Other State Affords Such Delight to Those Advanced in Years as Florida

July 6, 1913.

Mr. T. A. Verdenius,
Chicago, Ill.

Dear Sir and Friend:

This is Sunday. I have before me the Home Builder and have read your article in it, HOW MUCH MONEY SHOULD A MAN HAVE TO START SUCCESSFULLY IN THE BUNNELL COLONY. I think you are very honest and square in your answer.

Now, I will try and tell you a little of my experience in different states that I have lived in. I am now over sixty-eight years old and was raised in Stephenson County, Illinois. I was a member of Company C, 46th Illinois Infantry. I lived one year in Wisconsin; I lived fifteen years in Iowa; I lived in Idaho and have been in the states and territories west of the Missouri River, as far southwest as Alice, Texas. I lived a number of years in Arkansas, and I came from Tennessee to Florida, where lots of my northern friends thought we would be eaten up with mosquitoes, and starve. But I tell you that they were badly mistaken. As you know, we live a little west of the town of Bunnell. We arrived here the 25th of October, 1910, and started clearing our ten acres.

We bought our land when we lived in Tennessee and paid for it cash without seeing it. Will say right here that Florida is good enough for me. It beats all the rest

of the places I have lived in, for climate and health, and as for your colony and the Bunnell lands, Mr. Verdenius, will say it is fine. I located two tracts of twenty acres each for parties in Oklahoma. One of them was here in May to see his tract and was well pleased with same.

As for raising crops here, we can raise practically everything that you can north. My wife just got some roasting ears. I took one ear and measured it. It measured 12 inches long and had eighteen rows of well-filled kernels. Now this corn is growing where we dug Irish potatoes—35 barrels on 220 rods square. These potatoes were dug the last few days of April. We have watermelons—fine ones, too. Our grapes are ripe now and they are fine. I have oranges and grapefruit growing, all inside of three years. I had a very limited amount of capital and we were not able to hire help. My "better half" and I did all the work ourselves, so will say if a man is not afraid to work he can accomplish more here in the same length of time than he can up North and with more comfort. He can have fresh vegetables the year around.

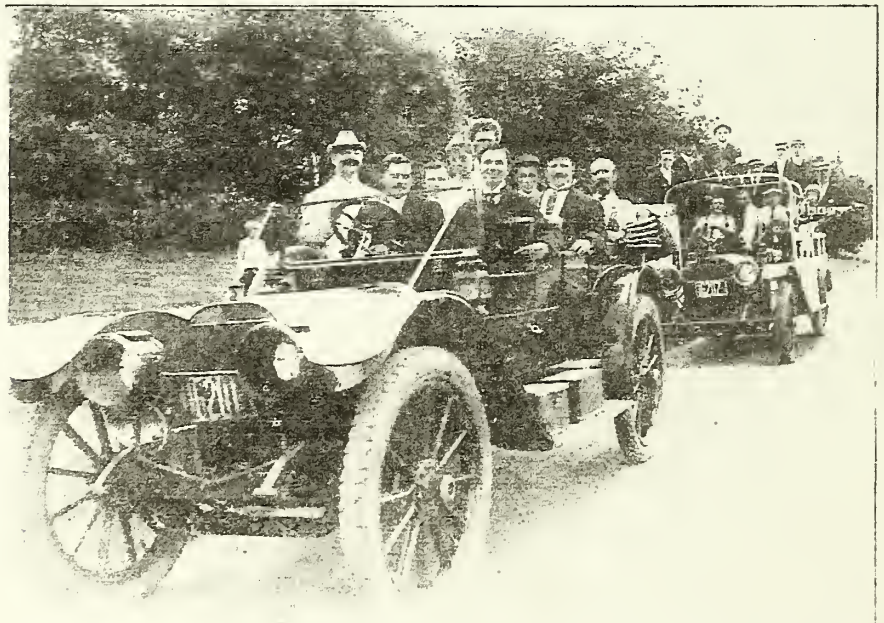
I had better quit for this time. I will say to our northern friends: Come and see us and we will show you. Come one, come all—you are all welcome.

I wish you and the Bunnell-Dupont colony success, for some of the men of the company are my personal friends.

Yours truly,

F. D. BARMINGTON.
(Box 34, Bunnell, Fla.)

Editor's Note: If any one writes Mr. Barmington for information, please enclose return postage.



From Chicago, Ill., to Bunnell, Fla., by Automobile. Mr. Szabelski and party left Chicago by Auto on July 5th for Bunnell—Du Pont Colony

"The possibilities of a Florida Farm are only limited by the ability of its owner."

**WHY THE PRICE OF OUR LAND WAS
ADVANCED.**

Recently we have been the recipients of a number of letters asking why we advanced the price of our Bunnell-Dupont Colony land to \$35 and \$40 an acre. The answer to this question is very simple indeed.

Farm lands are increasing in value everywhere. Land that could have been bought in Canada some years ago for \$10 an acre is now selling at from \$50 to \$75 an acre. In the West land is selling today for \$100 an acre that could have been purchased ten years ago for \$25 an acre.

The population of the United States will double itself within the next twenty-five years. At that rate, we shall have almost one hundred and eighty million people in this country twenty-five years hence.

This mighty army of men, women and children must be fed and clothed, and all that they shall eat and wear must come from Mother Earth directly or indirectly. Every year, you see, our population rapidly increases, and that means more mouths to feed, more bodies to clothe, and consequently land that must produce all this is bound to increase in value.

The time when you could secure land from Uncle Sam free of cost is practically passed. The days when you could buy grazing land in New Mexico for ten cents an acre are no more. I know one man who refused to buy land in the Hastings' District, now famous as the largest potato producing section of the South, for eighteen cents an acre, and this same land is selling now for from \$200 to \$300 an acre cash.

Some of the land in the Bunnell-Dupont Colony originally sold for \$20 an acre; later for \$25; then for \$30; and now for \$35 and \$40 an acre. Why did we advance the price of our land? Because it is cheaper today for \$50 than it was once for half this amount.

When we started the Bunnell-Dupont Colony we told our buyers that we were going to have a town; that there would be a bank, electric light plant, stores, school, church, water works, barrel factory, hard roads through the country, and that they would some day see colonists scattered all over the tract, raising crops and shipping them to the North—but that was all in the future. Today we can say that we have now accomplished all of these things. We do not have to talk about what we are going to do, but we can show what has already been done.

However, we are still improving our tract. Right now we are spending thousands of dollars each month for development work, and the more improvements we make, the more the country is developed, the more valuable the land will become, and it is only a question of a few years until the farms in our colony will sell for hundreds of dollars an acre.

The value of land in the South has increased more rapidly than in any other part of the United States, and we fully believe that land values in the Bunnell-Dupont Colony will increase 100 per cent within the next few years.

The question is answered. We are sure that you understand now why we advanced the price of land in the Bunnell-Dupont Colony.

**The Summer Will Soon Be Gone, Likewise All the
Unsold Land in the Bunnell-Dupont Colony**

**Our Land is Selling Very Rapidly
Since the Price Was Advanced to
\$35 and \$40 an Acre**

**50 cents an acre down and 50 cents an acre a
month until paid for**

If you wish to secure a farm in the Bunnell-DuPont colony you had better mail me your order **AT ONCE**. As I have told you many times, our motto is "first come, first served." I am giving you fair warning. Before many months we will advance the price of every acre of our land to \$40.00, and very soon it will be \$50.00 an acre, and it is dirt cheap even at that price.

The same land we sell at Bunnell for \$35.00 and \$40.00 an acre now, on the easy payment plan, would cost you at Hastings twelve miles north of us, from \$200.00 to \$300.00 an acre, cash.

We also have some fine lots for sale at Ocean City—\$75.00 to \$150.00 a lot—terms cash, and some fine residence lots in Bunnell for \$50.00 apiece and upwards—\$5.00 down and \$5.00 each month until paid for.

If you do not want a farm in Florida, buy a lot in Ocean City. This is a real beauty spot—its location is ideal. It is especially suitable for retired people and those who wish to secure a winter home in Florida. If you live in Ocean City you can enjoy the delightful salt sea breezes from the great Atlantic, just at your door, all the year around. It is a real health resort. A few months spent here and your rheumatism, catarrh, throat or heart trouble are things of the past.

Ocean City is located on the Florida East Coast Canal and the Florida East Coast Railroad is going to build a road close to Ocean City. Small steamers and yachts pass up and down the canal daily. This spot is a paradise for the sportsman, as the finest fishing, hunting, boating and bathing are to be enjoyed here.

Lots are selling fast and if you want one of them you had better act **QUICKLY** before the best are gone. Write for full particulars regarding Ocean City and Bunnell lots, also farms in Bunnell-DuPont colony, and ask for plats of the above mentioned towns.

THOMAS A. VERDENIUS
108 South LaSalle St. Chicago, Illinois

Florida in Summer



Always in preparing an article for the Home Builder I endeavor to select a subject that will be beneficial to those who contemplate making their home in our colony, or in Florida sooner or later; and, indeed, I believe this should be the purpose of every article

written for our little magazine. And here I wish to say that if any of our readers would like me to write on any special topic, let me know what it is, or write the editor of the Home Builder and suggest the subject you would like to have discussed through the pages of this magazine.

In the Chicago and Bunnell offices letters from land owners are received daily containing a great many questions. Some of these men and women have never been to Florida, and it often keeps me on the jump to answer every question. At different seasons of the years certain questions predominate, but the one which is agitating the minds of our northern land owners just now is about the weather. We are being asked:

WHAT ABOUT YOUR SUMMERS? HOW HOT IS IT IN FLORIDA?

For instance, I received a letter this morning from one of our buyers which read in part as follows: "I certainly wish I could be in Florida for a week or so to really see how hot it is. Today it is so blamed hot here it is enough to roast a man. Right now it is 98 in the shade, and if it is any hotter than that in the Bunnell-Dupont Colony I should like to know it."

This and scores of similar inquiries have led me to believe that it would be a saving of time, to ourselves and to our buyers, if I should tell you in this issue the real facts concerning the summers in Florida, as I personally experienced them. Al-

though living in Chicago at the present time I feel that I can speak with authority on this subject, since I made my home in Florida for two years, and in fact the first time I took my family to the state it was in the month of August.

I want you to believe that I am always glad to answer your questions personally. For I consider this an important part of my duties, but as this article will likely be read by the majority of our buyers throughout the United States and Canada, I trust it may be the means of removing the erroneous impression that seems to prevail in the minds of so many (and I do not know why) that Florida is impossible as a place of residence during the summer months, and that all sorts of dangers lurk there.

Should I attempt to discuss Florida's magnificent winter climate with the people of the north and northwest, I believe there would be but little chance for argument. I am quite certain that no one would be foolish enough to contradict my statement when I say that for eight or nine months of the year Florida is the most ideal state, as regards climate, that can be found anywhere. It is unnecessary to take space to prove this assertion, for I believe it is an established fact that Florida's winter climate cannot be surpassed anywhere.

To confirm this statement one has but to note the vast tide of immigration to Florida each winter. People of wealth from every state, and from abroad, come to spend their winters in Florida, for the favored ones of earth flit from place to place seeking the best, and their return to this balmy state each winter proves the attractiveness of Florida's winter climate.

The mammoth hotels scattered over the state are filled to overflowing during these months, and nowhere can you find more magnificent hotels than in Florida, especially along the east coast. The largest family hotel in the world is located south of our Bunnell-Dupont Colony, and a number of modern hotels are located at our county seat, St. Augustine, some of them having cost a half million dollars and more. St. Augustine, I am told, can accommodate about six thousand tourists. I had occasion to spend a night in St. Augustine some time ago, and found considerable difficulty in securing a room for the night; in fact, I was not able to secure one until I had

gone to two or three different hotels.

Many of these winter hotels charge fabulous prices, that are beyond the reach of the man of ordinary means, but even these exorbitant rates do not keep the hotels from doing a thriving business, and many of them are filled to overflowing during the entire tourist season.

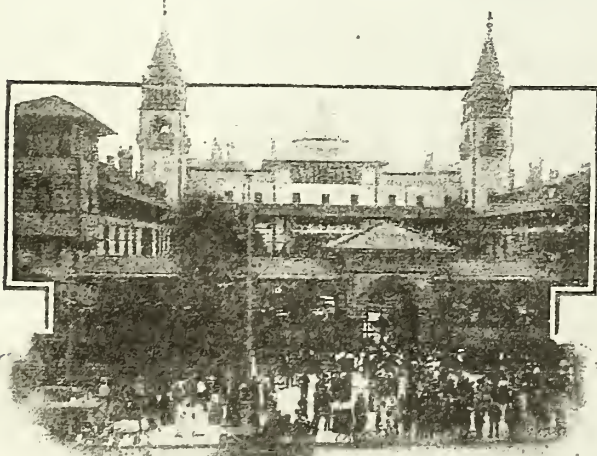
All of these facts, in my opinion, prove that Florida has an ideal winter climate, but I wonder if my next statement will be accepted as readily when I say that Florida also has an ideal summer climate. Nevertheless, this statement is true. It is a fact that it is hot in Florida in summer, but there must be hot weather at some season of the year in every state where land is worth anything. It takes heat to grow crops, and a country would be a failure without the warm growing months, but bear this in mind—it is not any warmer in Florida in summer than in our northern states, and cooler than it is in some of them.

If you doubt this statement, write to your nearest Government Weather Bureau and enclose a stamped envelope. Ask Uncle Sam for some old weather reports; also, if you wish to do so, write to the Weather Bureau at Jacksonville or St. Augustine, Fla. But for your convenience I will give you below a table showing the average temperature, based on a ten-year average, from the United States Weather Bureau statistics at St. Augustine, about 30 miles north of our colony; and at Ormond, about 25 miles to the south of us. Study these figures carefully and they will give you a comprehensive idea of what to expect in temperature in the Bunnell-Dupont Colony.

St. Augustine Ormond
Degrees Degrees

January	56	58
February	61	58
March	62	64
April	68	69
May	73	77
June	78	70
July	80	80
August	80	80
September	77	79
October	65	72
November	63	64
December	58	57

Average annual temperature 68 69



Hotels
Ponce de Leon
and
Alcazar
at
St. Augustine,
Florida



"Florida comes as near being a Paradise for mankind as can be found in America."